

2010 Emerging Business of the Year



Couture for Men

Owner	Leland Olive
Nature of Business	Men's Apparel
City	Hays
County	Ellis
Phone	785 - 621- 4905
Email	couture@ruraltel.net
Business Structure	LLC
Business Began	2007
Employees	3
KSBDC Consultant	Ron Newman



"I would encourage anyone anticipating opening their own business to go for it. It takes a lot of work and dedication, but the will to succeed and a good business plan will be the keys to achieving your goals."

– Leland Olive, Owner



**Fort Hays State University
Kansas Small Business
Development Center**

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Leland Olive spent 24 years managing Kline's Department Store. When it closed he decided to shift gears and go for his dream of owning his own retail operation. He chose the apparel business and realized that his biggest challenge would be to determine how to compete with big box stores in the area. Soon, he realized he couldn't compete if he carried the same brands they offered. Therefore, he looked for brands that would not open more than one account in a region and would not sell to the big chains.

He looked for, and found a product not found elsewhere in the area. He became a member of Northwest Buyers (N.W. Buyers), a premier membership-only menswear buying group that facilitates the purchase and delivery of merchandise to member stores from over 180 affiliated resources.

Secret to Success

"Offering a product that is not found anywhere else in the area has been our secret to success."

Leland encourages anyone anticipating opening their own business, to "Go for it." He stated it takes a lot of work and dedication, but the will to succeed and a good business plan will be the keys to achieving your goals. Leland finds that one of the best parts about being a business owner is being able to know your customers and giving them the products and service they desire. The next best thing is the freedom that comes from being a business owner.

Leland is a member of the Hays Area Chamber of Commerce. In 2009 and 2010 Couture for Men received the "Best Place to Shop for Men's Apparel" designation.